

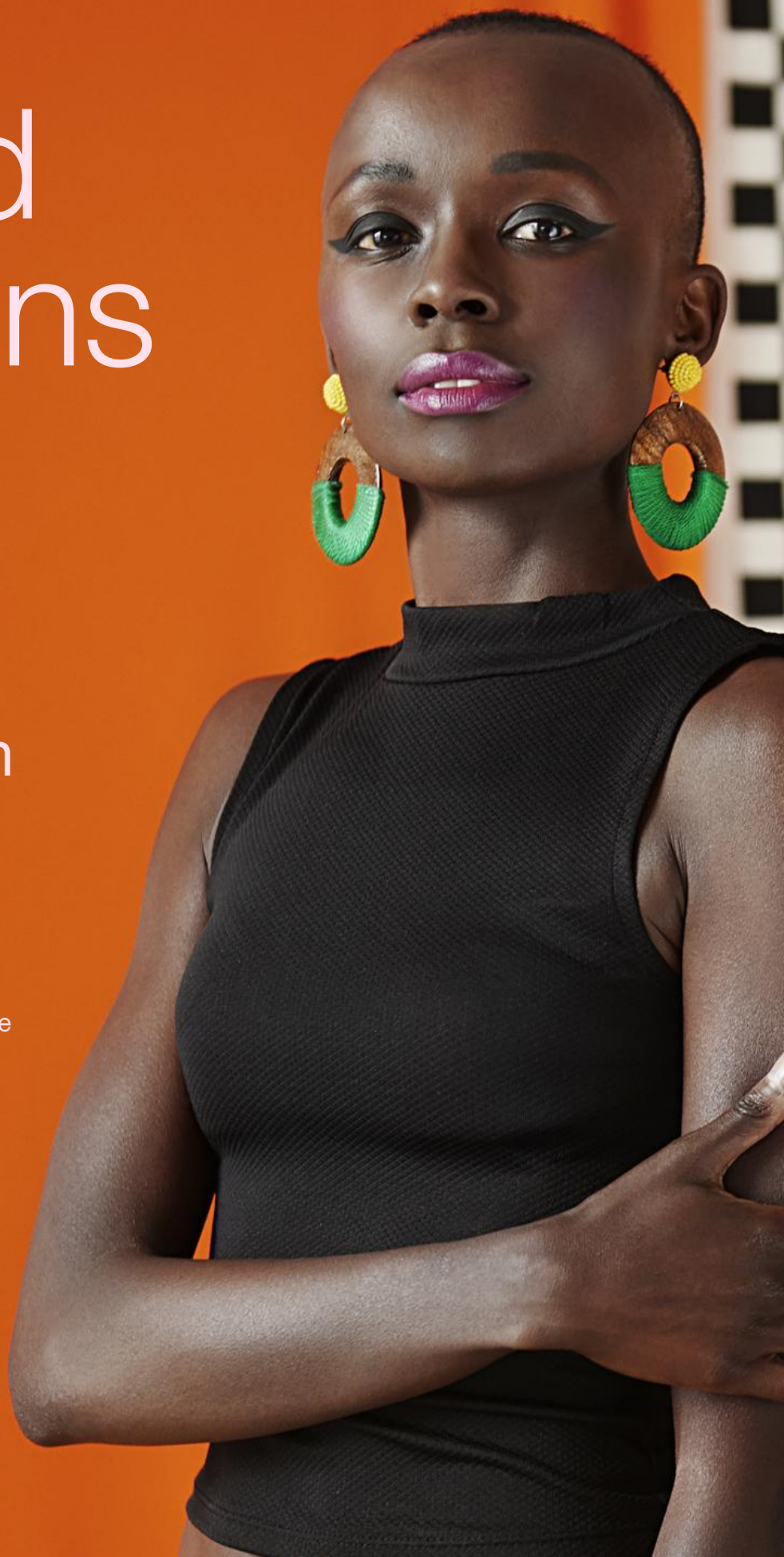


Inspired Decisions

The low down on Pinterest for Creatives

We see that arched, doubting brow. Pinterest? For creatives? Even if you've never used Pinterest, consider this: people come to Pinterest first for ideas and inspiration. You've got ideas too: for yourself, your hobbies, for your brands. It's what you're known for. Maybe you've even used Pinterest to spark those ideas.

What better platform for your best ideas than the place where people come to make their inspiration a reality? A place where brands are additive to the user journey. Pinterest remains an untapped canvas for creatives and brands. Let's inspire the world together.





Your audience is on Pinterest

33%

of UK mums

33%

of UK Millennials

41%

of UK Millennial
women

20%

of UK Millennial
men



Pinterest is personal media, not social media

We often hear Pinterest described as “me time” without the tally of likes validating your productivity. You would never post a selfie to Pinterest, or comment on a news article. But Pinterest occupies a unique place at the intersection of personal and discovery, where people come to imagine and visualise the best version of themselves. It’s about yourself, not your selfie.

8 in 10

People come to Pinterest
to feel positive

1 in 2

People go to other social
media to feel positive

Source: Talkshoppe, US, Emotions, Attitudes and Usage Study, Dec 2018

personal

individualised
what I want to do
self-confident
productive



discovery

inspiration
visuals
subjective
browse possibilities

search

information
text
objective
one right answer

social

others
what I did
socially validated
entertained

Pinners plan for the future

People come to Pinterest to plan for what could happen, not scroll through pictures of what they already did. And that future-focused mindset is exactly what makes Pinterest so unique as an advertising platform. People on Pinterest are ready to take action.

Since 97% of top searches are non-branded, your brand has the opportunity to deliver on a Pinner's first moment of inspiration when they're most open minded.



Past

"My homemade ice cream was a big hit"



Present

"First time making ice cream from scratch"



Future

"I want to make a homemade dessert that will impress my friends"



Pinterest surfaces your ideas to the right Pinners at the right time

By understanding how your product's benefits or values align with your audience's contextual mindset on Pinterest, you can craft inspiring content that people will save to their boards and keep coming back to. This is a handy framework for both new ideas or repurposed concepts from other platforms.

What you offer

Product benefit
Brand value

+

Contextual mindset

Everyday interest
Seasonal moment
Life event

=

Pinterest idea

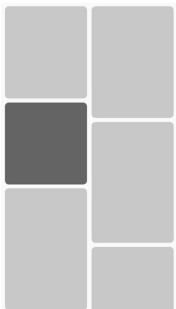


“Just show me everything that’s possible and I’ll come up with the brilliant ideas.”

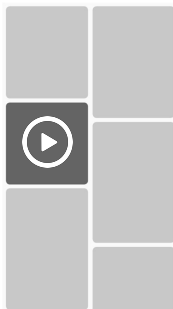
So glad you asked.

Ad formats for rich, engaging storytelling

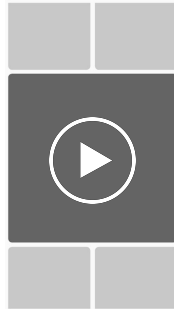
Static Pin



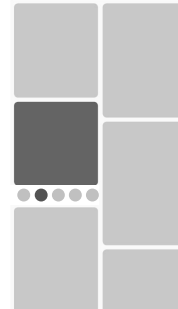
Standard Video



Max Width Video



Carousel

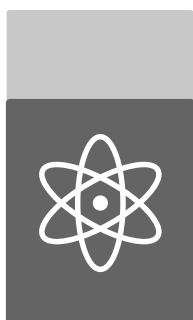


Collections

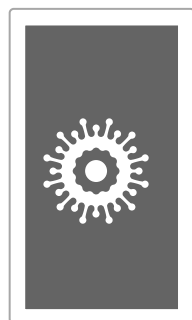


More creative possibilities with Pinterest

Pin Extensions



Developer API



Pincodes



Experiential



Did you know there are Five Dimensions to create inspiring content?

What are the Five Dimensions of Inspiration? A creative framework designed to help brands, agencies and creators tap into the Pinner mindset and develop world-class content.

After mastering our Pin best practices, leverage the following five attributes to make your creative shine. Include at least two of the five dimensions and always remain authentic to your brand voice.

See live brand Pins for the Five Dimensions.

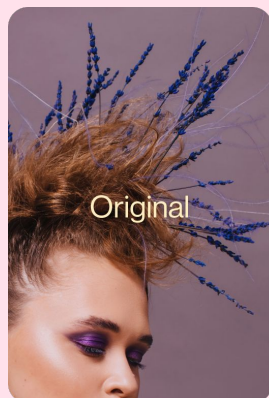
Visually appealing

Fuels Pinners' imaginations



Original

Feels new, unique or fresh



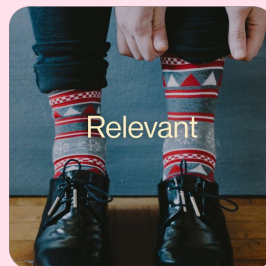
Positive

Embodies an inherent goodness



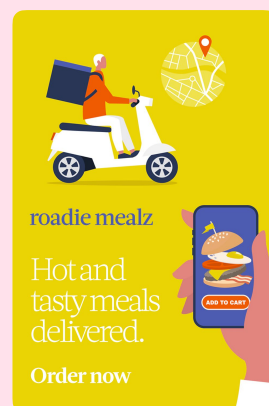
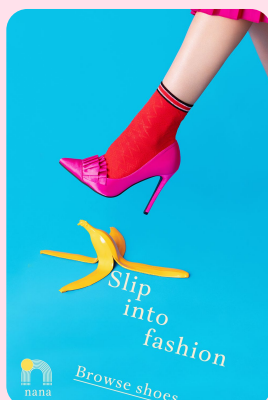
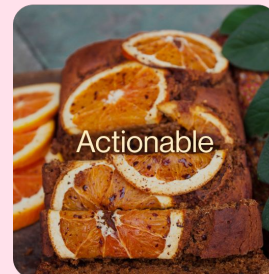
Relevant

Offers ideas within reach



Actionable

Drives Pinners to take action





10 ways for your video ad to stand out

How do you create thumb-stopping content for people on Pinterest? The first step is to build on what Pinnerers are interested in or searching for, and then surprise them with original and visually arresting ideas. This means playing with perspective, white space, colour, movement, motion and depth to make your ideas feel alive and of the moment.

Check out all [10 breakthrough techniques](#).



Technique #4: The Product Hand Off



53%

Pinnerers more likely to purchase a brand / product after seeing a video on Pinterest compared to videos on other media platforms

3x

YoY increase in platform views in 2020

Technique #2: Use Negative Space

Source: Talk Shoppe, US, Value of Video on Pinterest Study, Dec 2018
Pinterest internal data, Global, April 2020 vs. April 2019

Stop interrupting. Start inspiring.

Your next big idea belongs on Pinterest. Want some live examples? We've got those. Discover our favourite [hand-picked Pins](#) from brands across every vertical.

Round out your Pin creation skills in our new Pin Academy interactive learning module "[Creating Inspiring Content](#)."

Get your regular dose of creative inspiration from Pinterest. Thought leadership, tips, tricks, and campaigns worth sharing. [Sign up](#) for our monthly newsletter.



Creative Newsletter

Video on Pinterest

This month's featured format is video Pins. Pinterest has always been a place where people go to turn inspiration into action. Make it clear how they can with your brand's next video Pin.

Featured format

Thumb-stopping video

Video views are up more than 200% year on year on Pinterest. Make content to meet the trend. Tips for being more timely, working with white space, playing with perspective and more.

[Learn more](#)

